

CITY OF CORVALLIS
VISION AND ACTION PLAN STEERING COMMITTEE MINUTES
January 21, 2016

Present

Councilor York
Councilor Brauner
Councilor Glassmire
Dan Brown
Brenda Downum-VanDevelder
Laura Lahm-Evenson
Ann Mbacke
Jennifer Moore
Larry Roper
Rocio Muñoz
Cooper Whitman

Staff/Consultants

Mark Shepard, City Manager
Sarah Johnson, Senior Planner
Claire Pate, Recorder
Doug Zenn, HDR
Cassie Davis, HDR

Visitors

Laureen Urey
Tammy Skubinna
Deb Rose

SUMMARY OF DISCUSSION

Agenda Item	Information Only	Actions/Recommendations
II. Committee Chartering/Expectations	x	
III. Vision Project Framework	x	
IV. Schedule Overview	x	
V. Focus Areas and Snapshots	x	
VI. Activities Schedule & Responsibilities	x	
VII, Public Comment/Wrap Up	x	
Adjourn		Adjourned at 6:10 p.m.

CONTENT OF DISCUSSION:

I. WELCOME/ INTRODUCTIONS AND AGENDA REVIEW

Councilor York welcomed the new members to the Vision and Action Plan Steering Committee, and introduced the consultants, Doug Zenn and Cassie Davis of HDR. She reviewed the materials that had been handed out: 1) Vision and Action Plan 2040 "General Scope of Work Elements;" 2) Draft Application for Mayoral Appointment to the VAPSC; 3) Example of Snapshot for Focus Area "*How We Prosper and Innovate.*" Council approved a resolution changing the Task Force into a Steering Committee, and bringing membership

up to 16-20 in number. Members will represent key organizations as well as “at-large” members. She then handed the meeting over to Doug Zenn who led introductions and reviewed the agenda. He noted that public comments were being taken at the end of the meeting, but offered time to anyone who could not stay until then. He duly noted a suggestion from the audience that the meeting space be reconfigured next time so that members would all be facing the audience.

II. COMMITTEE CHARTERING AND EXPECTATIONS

Zenn stated that the steering committee’s mission is to help guide the project team through the process. Actions include ensuring that community outreach activities are appropriate for the audiences, reviewing materials to ensure their focus is right; and providing insight, feedback and suggestions. It is not a policy decision-making body, though the committee will make recommendations to the policy makers. However, there will be decisions to be made as the work of the Steering Committee proceeds, and likely some disagreement about them. For this reason, it is important to have guidelines for how to operate as a group. Zenn offered the following for consideration, and the members agreed by consensus to most of the elements:

1. Corvallis’ Guiding Principles for Public Engagement, put together by the Public Participation Task Force, which include:

- Collaborative democracy
- Diversity
- Openness and Respect
- Inclusiveness
- Accountability

2. Meeting Ground rules:

- Treat everyone with respect.
- Listen carefully with the intent of understanding.
- Share the air.
- Raise issues honestly, clearly and early in the process and recognize that silence will be interpreted as acceptance of the direction of the group. (***Note: not everyone agreed with silence being viewed as acceptance. Zenn will tweak this language for presentation next time.***)
- Avoid outside conversations.
- Focus questions to the subject at hand and stick to the agenda.
- Seek to find common ground.
- Encourage innovation.
- Be realistic – focus on solutions.
- Turn off or put cell phones on silent mode.
- Conduct our work through facilitation.
- Attend all meetings, and prepare for meetings by reading materials in advance and arriving on time.
- Support facilitator for ending on time – group can decide to extend time or to reschedule an agenda item for another meeting.
- Notify staff of unavoidable conflicts requiring an absence or tardiness.

- Staff will get materials to members generally a week in advance of the meeting.
3. Record keeping: Meetings will be summarized with key outcomes of the meeting discussions, action items and assignments/responsibilities captured. Minutes will be in the range of 3-5 pages in length. **(Note: for those who need more detail, recordings of the meetings are available on the City's website.) (Second note: Steering Committee communications should be sent to Sarah Johnson and Councilor York for sorting and forwarding as appropriate.)**
 4. Decision-making: working towards consensus. Consensus definition: when all members can support the decision as the most viable for the group as a whole though it might not be everyone's favorite option. Individual concerns can be noted. **(Note: suggestion made that thumbs up, down, or to the side could be used as indicators for straw polls.)** If disagreements occur, the group will explore differing perspectives and find common ground where possible. If clear consensus cannot be reached, all views will also be recorded in the meeting summaries, and all perspectives will be included for decision-makers to consider. As a final option, polling will be used with 2/3 majority needed to approve an item, though a decision can be tabled for further discussion at a subsequent meeting.
Expectation is that discussions can be held in between meetings to seek consensus, as long as there is no quorum at those meetings.
 5. Public Comment: The last ten minutes of each meeting will be left open for public comment, and the committee can opt for more than that.

Zenn will finalize a draft of the charter and expectations and submit it for approval at the next meeting.

III. VISION PROJECT FRAMEWORK

Zenn explained the three areas of project work: the foundation (nearing completion); vision statements development; and development of action plans. After this, metrics will be identified. The five questions that are being answered through the process are:

- Where are we now?
- Where are we going? (If we did nothing)
- Where would we like to be? (the heart of the vision)
- How do we get there? (action planning)
- How do we know if we are getting there? (metrics – measuring progress)

These questions will be asked throughout the process, with the conversations evolving. The vision is not complete until action planning is done; they feed each other.

IV. SCHEDULE OVERVIEW

Cassie Davis described the three major waves of outreach:

The first engagement wave is a series of three workshops and some other outreach activities in March focusing on the six focus areas. The ideas and feedback from the outreach will funnel into draft vision statements.

The second wave (during summer) will consist of polling through on-line and face-to-face surveys and small group activities. This will help to refine the vision statements, and will begin the process of identifying action plans.

The third wave (during fall months) is more input leading to prioritization and finalizing the vision and action plan.

Zenn emphasized the importance of networking and getting the word out about opportunities for the community to give feedback, such as the workshops in March, and on-line surveys, etc. The team relies on the committee members and other interested parties to point out which groups or sectors might need to be brought into the conversation, and suggest creative ways of reaching out to them.

V. FOCUS AREAS AND SNAPSHOTS

The work on the project foundation and exploring general community interests helped to identify six focus areas, or “buckets” through which suggested ideas and issues can be tracked. It is important to note that items can interrelate, with some elements belonging in more than one focus area. The suggested focus areas are a starting point, and are open to refinement. They are:

1. How We Learn and Thrive.
2. How we Innovate and Prosper.
3. How we Plan and Grow. ***(Note: some might not want to use the word “grow.” Zenn explained it was not intended to indicate size or amount of growth, but suggestions for another word were welcomed.)***
4. How we Create and Express.
5. How we Steward and Sustain.
6. How we Engage and Support.

Committee members were asked to fill out the backside of the application to indicate primary focus areas of interest, as well as activities, by the weekend.

Each focus area will have a two-page “Snapshot” which will identify important data, information and concerns about Corvallis related to that area. They are in the development process, and will be sent out in the next week for review and comment. Suggestions for which data are important will be welcomed. ***(Note: The importance of identifying the percentage and differentiation of the OSU student population was discussed.)***

Homework assignment: Review at least two of the draft “Snapshots” and consider what important and relevant data points make the most sense to include for a condensed overview of each focus area. Get it back within one week of receipt to Sarah Johnson and Councilor York.

VI. ACTIVITIES SCHEDULE AND RESPONSIBILITIES

Davis reviewed the focus areas and draft lists of community groups that might be affiliated with each area. She asked for suggestions for additional groups, as well as for potential co-hosts for the workshops. For instance, 509J and Benton County Health Department might be likely co-hosts for the “How We Learn and Thrive” focus area discussion. Committee members made many suggestions for participants, which Davis will add to the next draft list. ***(Note: Consider the extent that it is appropriate for City staff, Advisory Boards and Commissions to be involved.)***

VII. COMMUNITY COMMENT AND WRAP UP

The Steering Committee received comments from several members of the public who were in attendance at the meeting. Those comments covered the following topics:

- The interrelatedness of issues and topics within the focus areas
- The importance of local knowledge and expertise, and inclusion of all community members
- Include OSU Extension, Willamette Neighborhood Housing Services, Habitat for Humanity, Majestic Theatre, and Benton County Fairgrounds, on focus area partners lists
- Include Benton Hospice, ONAMI, Greenbelt Land Trust, Friends of Parks and Recreation, sports organizations, Marys River Watershed, and Leadership Corvallis, on focus area partners lists.
- A spreadsheet could be made available to the public to allow community members to add other groups to the list of focus area partners.
- The Steering Committee application and other documents and web page information could be translated into Spanish.

Councilor York and Doug Zenn thanked all participants and asked that they keep the suggestions coming in.

Assignments:

Fill out the second page of the Steering Committee application to indicate interests.

Review and send comments/suggestions with regard to "Snapshots."

Network and suggest other groups that should be a part of the focus area discussions.

VIII. ADJOURNMENT

The meeting was adjourned at 6:10 p.m.